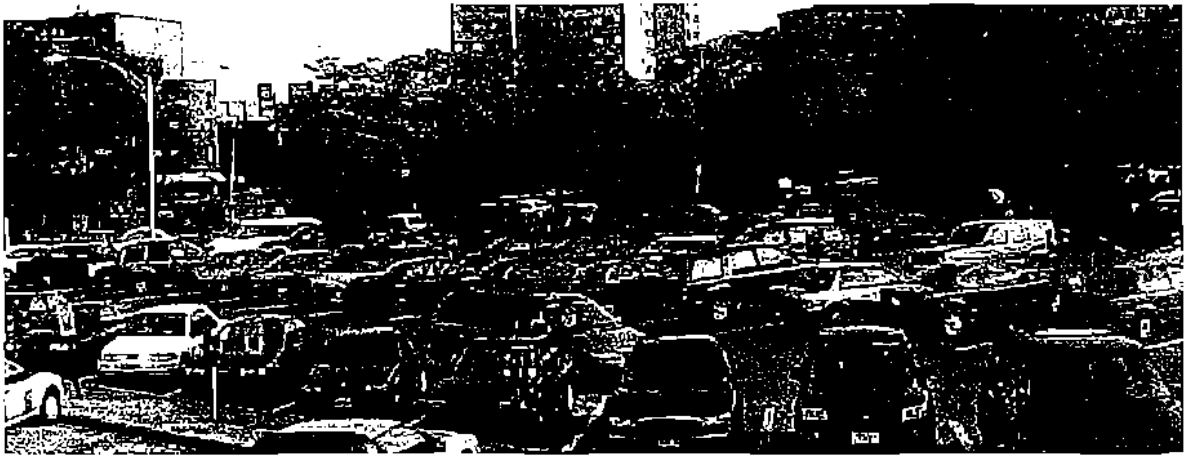


Commercial Areas Parking Recommendations



Prepared By: COMMERCIAL AREAS PARKING COMMITTEE

Prepared For: BOARD OF SELECTMEN



TOWN OF BROOKLINE, MASSACHUSETTS

JUNE 2000

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Introduction

Parking is a critical issue in Brookline, particularly in Brookline's commercial areas. Citizens and business owners have persistently rallied for the Town's help in addressing parking issues. In fact, in response to the *1998 Town Census*, 40% of responding Brookline citizens ranked parking as a critical issue to be addressed by the Town.

Additionally, a 1997 study by the Boston University School of Management found that lack of parking availability in our commercial areas, or perceived lack of it, had a major role on shopping choices. The study found that for those who do the least amount of shopping in Brookline, ease of parking was the most significant factor in their decision about where to shop.

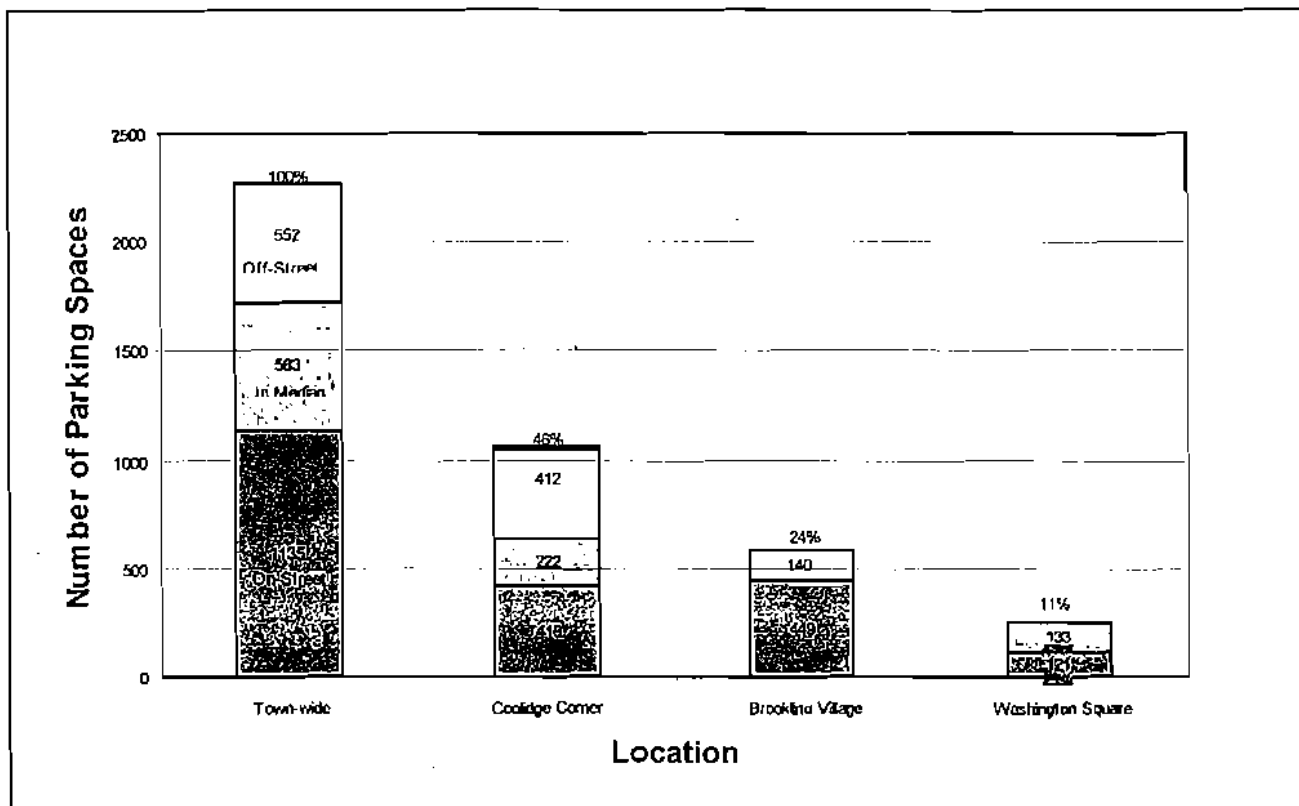
The demand for commercial parking is generated in part by Brookline's customers and employees. Since Brookline is served by public transportation, in addition to being a walkable and bikable community, customers and employees have transportation choices. It is likely, however, that a certain amount of Brookline residents, customers, and employees will continue to rely on automobiles to reach residences, shops, and jobs. Therefore, parking has become one of the many basic, interrelated ingredients that are necessary to maintain viable commercial areas.

Planning for and managing parking in traditional "main street" business districts, such as Brookline's commercial areas, is different than in newer, more auto-oriented suburbs. The challenge is to strike a balance between the realities of automobile use and the qualities that make Brookline's commercial areas special and distinguished.

Brookline's commercial area parking needs are complex, deriving from various factors including business composition and hours of operation, customer and employee travel demands and preferences, and the availability and convenience of automobile alternatives. In response to the complexity of parking issues and persistent citizen concerns about parking, the Board of Selectmen, in collaboration with the Transportation Board, established the Commercial Areas Parking Committee in February 1999.

The charge of the Committee was to identify and assess the Town's commercial parking needs and to recommend short and long term solutions to better fulfill those needs. Seventeen citizens, appointed by the Selectmen, constitute the Committee which consists of varying interests and perspectives including those of residents, business owners, and representatives from key town boards and commissions.

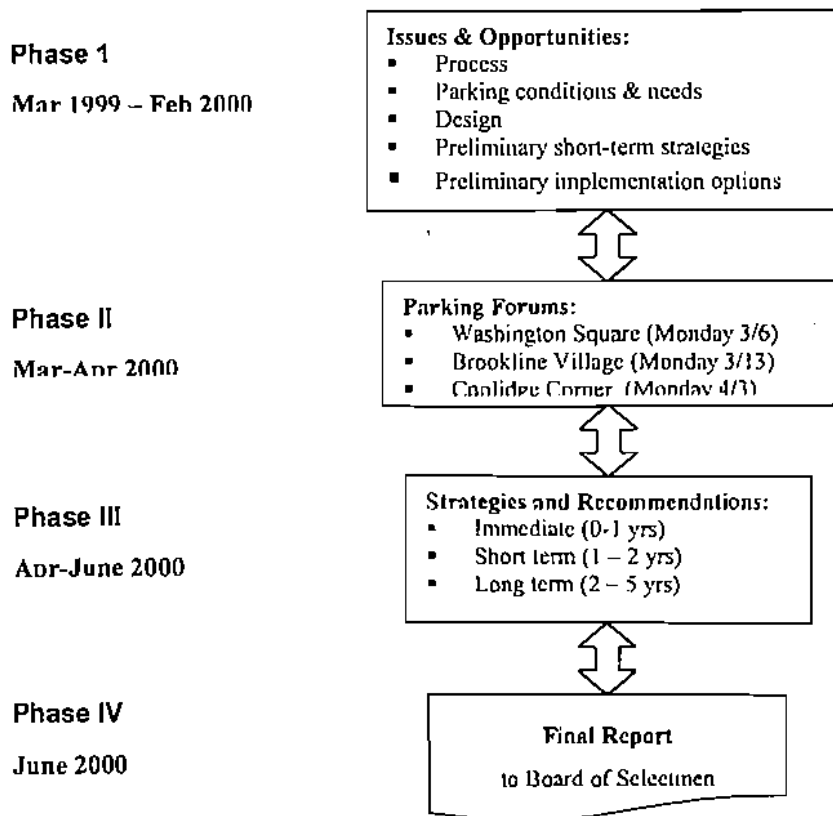
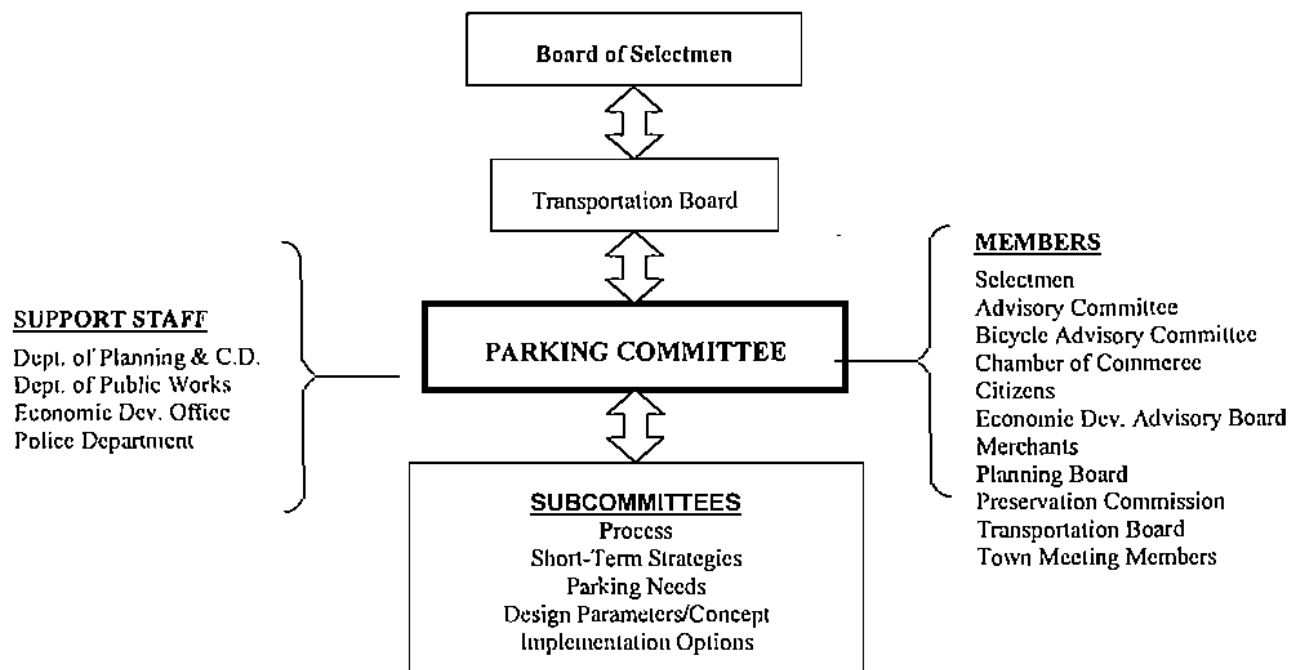
The Committee focused its study efforts on Brookline's three major commercial centers: Coolidge Corner (including JFK Crossing), Brookline Village, and Washington Square. Together these three commercial districts contain approximately 80% of the town's public parking supply. The town-wide supply, which totals 2,270 spaces, includes both on- and off-street metered parking and the median strip in the Beacon Street Reservation. Fifty percent of the total supply is on-street parking, 24% is off-street, and 26% is located in the Beacon Street median. (See Figure 1)

FIGURE 1: PUBLIC PARKING SUPPLY

Process

The Committee began meeting in March 1999 and met regularly over the next 15 months. After preliminarily defining commercial parking issues and opportunities, the Committee surveyed Brookline businesses and held three public forums to heighten its understanding of issues and to help identify realistic and workable strategies. (See Figure 2)

Shortly after the Committee was formed, it established subcommittees to focus on various aspects of the Selectmen's charge. The subcommittees focused on defining general commercial parking needs, the schedule and process of the Committee, short-term actions, design parameters, and implementation strategies. (See Figure 3)

FIGURE 2: PROCESS**FIGURE 3: ORGANIZATION OF COMMITTEE**

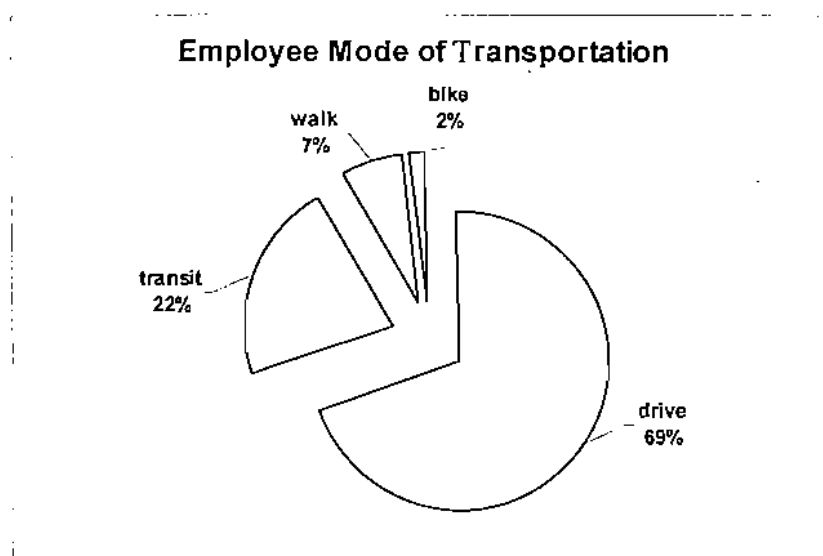
The Survey

During the summer of 1999, the Parking Needs Subcommittee surveyed Brookline businesses to identify employee and customer parking patterns and possible parking solutions. (See Appendix for the survey form and a summary of results.)

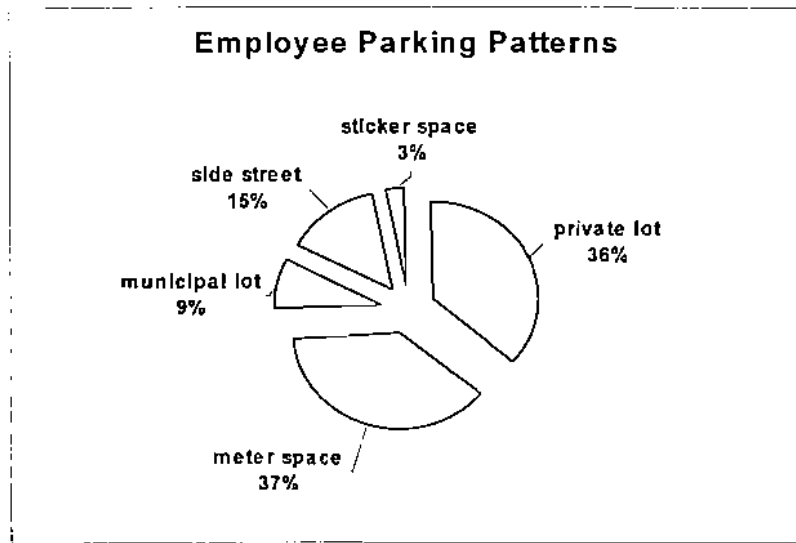
The survey was mailed to almost 1400 businesses and 332 responses were received. This translates to a 24% response rate. The following are some of the main findings gleaned from the survey:

- Most responding businesses were located in Coolidge Corner or Brookline Village: 41% percent in Coolidge Corner and 18% in Brookline Village.
- Most of the businesses reported that the majority of their customers and employees arrive by car. Respondents estimated that approximately 31% of employees commute by either train, bus, bike, or foot. (See Figure 4)

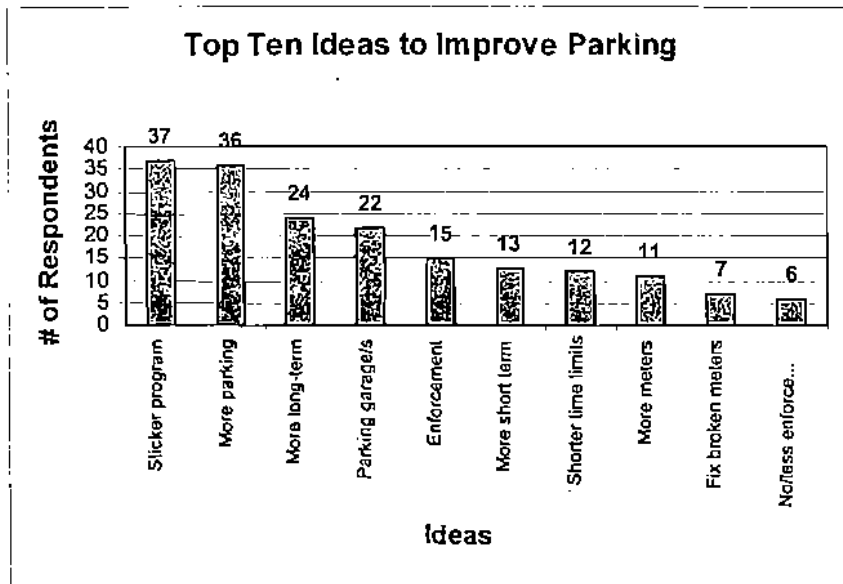
FIGURE 4



- About 61% of employees who drive park in either on-street metered spaces, municipal lots, or residential side streets. (See Figure 5)
- Most said more short-term parking or more employee parking areas would benefit their business.

FIGURE 5

Although these results were not surprising, it reinforced the Committee's notion that businesses benefit from having customer parking nearby. Respondents also had many different ideas for increasing the amount of available parking. (See Figure 6) Some focused on management strategies, and others on increasing the amount of parking by building new lots or parking garages.

FIGURE 6

The Forums

During the March and April 2000, the Committee held three Commercial Parking Forums to help define issues and opportunities in the three commercial areas of Washington Square, Brookline Village, and Coolidge Corner. (See Appendix for forum summaries). Each forum was well attended and resulted in excellent citizen feedback and ideas.

Overall, the themes that were repeated as concerns in each commercial area were similar. Many citizens spoke about the need for better and more consistent enforcement of existing parking policies and regulations. Citizens also spoke about the importance of increasing the availability of short-term customer parking which is linked with the need to encourage the use of better alternatives for employee commuting and parking.

Forum participants also indicated that increasing the overall parking supply may be warranted, but any efforts to expand the supply should be subject to further analysis that would address traffic generation, economic impacts, value of commercial space, car ownership rates, use of non-auto transportation modes, and land-use patterns.

Report Organization

The citizen feedback gathered through the survey and forums immensely assisted the Committee in identifying key commercial parking issues and opportunities, and led to the findings and recommendations presented here. This report includes the Commercial Areas Parking Committee's key findings, short and long term recommendations, and an implementation matrix that prioritizes the recommendations and indicates the parties responsible for implementation.

Summary of Findings

The Commercial Area Parking forums and survey assisted the Committee in developing the following findings. These findings provide a framework to guide not only formulation of commercial parking strategies, but also their implementation.

ENSURE QUALITY OF LIFE

Brookline is highly valued by its residents, businesses, and visitors for its exceptional quality of life. Some specific characteristics that make Brookline's commercial areas special include their mix of business types, the large amount of small locally-owned businesses, the compact and walkable neighborhood scale, and their distinguished streetscapes. Brookline's commercial areas are active places that provide forums for community interaction.

The Committee recognizes that the management and expansion of parking is a multi-faceted issue that can have the capacity to affect this valued quality of life in both positive and negative ways. Due to the complexity of the parking issue in Brookline and the potential issues and opportunities it presents for the community, careful attention must be given to the implementation of recommendations in this report. Furthermore, since land is scarce in Brookline, any supply solutions should explore creative mixed uses of land, rather than solely single-use parking solutions.

PROTECT ADJOINING NEIGHBORHOODS

Commercial areas and residential neighborhoods rely on each other in many respects: residences provide customers and a sense of community to commercial areas; and commercial uses provide various services, activities, and entertainment to residents.

However, the relationship between commercial areas and residential neighborhoods can also present various nuisances, especially as users vie for a limited amount of parking spaces. Therefore, it is essential that parking policies respect this delicate relationship by working to protect residential neighborhoods from unnecessary nuisances while seeking shared-parking opportunities and other creative solutions offered by the proximity of uses.

ESTABLISH PRIORITIES

Alternatives to Single-Occupancy Vehicles

The Committee recognizes the tremendous asset that the Town has in the existing public transit system and the overall ease of accessibility. The public transit system is a major contributing factor to the town's historic and existing development pattern. In fact, the transit system is one of the primary factors that enabled Brookline to develop with a special

and distinguished character. A character that is not found in outlying suburbs which, typically, were heavily influenced by the demands of the automobile.

Brookline is a true streetcar suburb and it is important that we respect the patterns of development that contribute to the highly valued quality of life in Brookline. Therefore, the Committee stresses the importance of encouraging alternatives to the sole use of single-occupancy vehicles to travel in and through Brookline. These alternatives include walking, biking, using public transit, and carpooling (ride-sharing).

Management of Existing Supply

The Committee recognizes the importance of managing the current public parking supply to maximize its efficiency and effectiveness.

There are three major categories of public parking users: customers, employees, and residents. Because these groups have varying needs and are often in competition for parking spaces, it is crucial to establish policies aimed at balancing the needs of each user group.

To help increase commercial vitality, on-street parking in close proximity to commercial uses and centralized municipal lots should primarily serve customers. These locations enable quick and easy access to business establishments and are, therefore, the spaces most valued and most convenient for customers, who generally need spaces for short-term trips.

Whereas, employees generally need spaces for longer time periods and, therefore, should be encouraged to park in areas (on- or off-street) that are not prime customer parking areas.

IDENTIFY SUPPLY/DEMAND

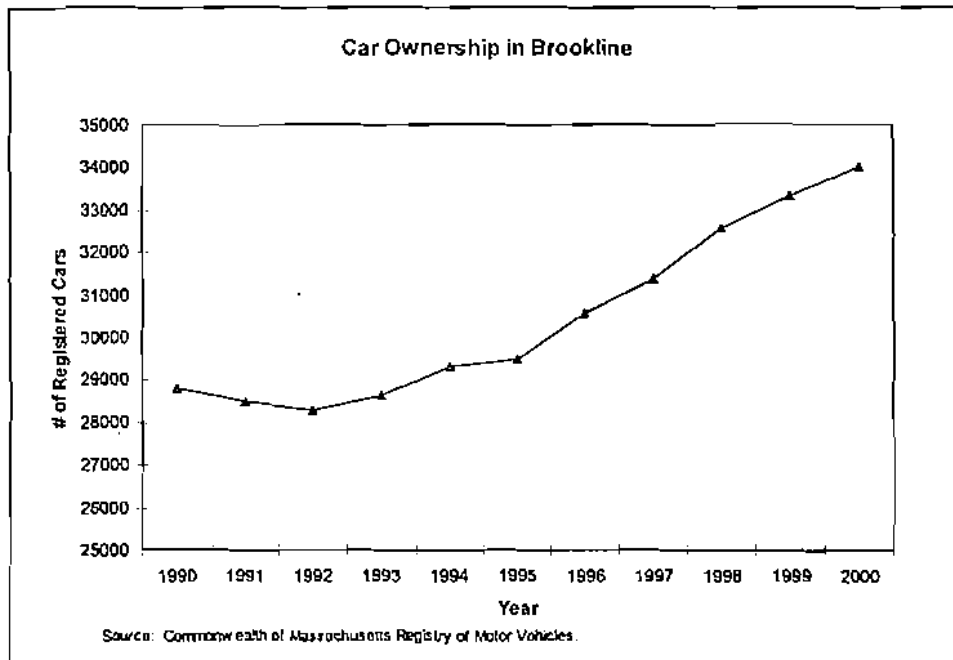
It is vital to analyze parking supply and demand, especially when considering changes or increases to the parking supply. The Committee reviewed the most recent parking demand study which was prepared by Vanesse Hangen Brustlin, Inc. in 1987. This study, the *Beacon Street Corridor Parking Study*, determined the existing parking supply and analyzed the theoretical demand for parking spaces in Washington Square and Coolidge Corner. The study found that while there were pockets of the commercial areas where parking was sufficient, in the parts of the commercial areas, closer to the core, there was a shortfall of available spaces for customer needs.

While the public parking supply has not notably changed since the 1987 study, the community has experienced changes that could effect parking demand, especially in regards to the commercial mix in all three major commercial districts: Coolidge Corner, Washington Square, and Brookline Village. The Economic Development Office is compiling an analysis of land use composition in these commercial areas based on Town Assessor data.

The Committee analyzed car ownership changes from 1990-2000 by reviewing car registration figures for Brookline residents as collected and maintained by the Registry of Motor Vehicles. This data shows an increase of 18% in registered cars. (See Figure 7)

Although the Committee has begun to look at indicators of demand, any proposals for major parking investments should be preceded by a thorough update of the 1987 analysis with a close examination of what the current parking demand is.

FIGURE 7



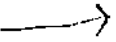
Recommendations

Based on the data that has been gathered and analyzed, the survey results, and three public forums, the Commercial Areas Parking Committee created a substantial list of recommendations for the Board of Selectmen to consider.

The recommendations fall under 11 general subject categories including: Alternatives to Single-Occupancy Vehicles, Discourage Long-Term Parking on Commercial Streets, Improve Signage, Create Parking Districts, Enforcement, Management of Existing Supply, Convenience of Parking, Comprehensive Plan Linkage, Public/Private Financing, Parking Structure(s), and Process of Implementation.

The list includes 22 specific recommendations, with some additional sub-recommendations. Each recommendation is assigned a time frame (immediate, short, or long term). The table below organizes the recommendations by time frame rather than by their general subject categories.

RECOMMENDATION	CROSS REFERENCE: PAGE # / RECOMMENDATION #
Immediate (0-1 years)	
Establish an ongoing interdepartmental implementation team	19 / 24
Expand employee sticker program	15 / 6
Assess capacity of all existing public parking lots	17 / 17
Assess feasibility of converting Station Street to angled on-street parking to gain additional spaces	17 / 18 C
Review schedule of parking violation fines	17 / 16
Promote alternative transportation modes	14 / 1
Promotion of employee ride-sharing	14 / 3
Promotion of employee parking options	16 / 11
Short Term (1-2 years)	
Reduce meter time limits & raise rates	15 / 5
Expand parking enforcement	16 / 14
Establish uniform parking signage system	16 / 12
Assess layout & capacity of all on-street parking	17 / 18
Create shared parking program (parking brokerage)	15 / 8
Expand amount of bicycle parking facilities	14 / 2
Work with MassHighway to address Rt. 9 improvements	15 / 7
Assess feasibility of creating parking overlay districts as part of Zoning By-law	16 / 13
Determine feasibility of creating a commercial areas shuttle program	14 / 4
ID satellite parking opportunities for employees	15 / 10



Assess feasibility of valet parking program in commercial districts	16/20
Determine feasibility of hand-held computers	17/15
Long Term (2-5 years)	
Incorporate this Committee's strategies into Comprehensive Plan update	18/21
Formulate zoning regulations that reward shared parking	15/9
Explore future application of <u>easy park</u>	17/19
Conduct feasibility studies for expanding public parking supply	18/23
ID opportunities for public/private development of parking improvements that incorporate mixed uses	18/22

Below, the same recommendations as listed in the table above are elaborated on and organized by the 11 general subject categories.

ALTERNATIVES TO SINGLE-OCCUPANCY VEHICLES

1) Promote Alternative Transportation Modes (Immediate – 0-1 yrs)

- A) Town and Chamber of Commerce, through public forums and other outreach methods, encourage use of a T-pass subsidy for employees. Inform employers of tax benefits for public transit subsidies.
- B) Establish an ongoing publicity campaign for non-automobile transportation modes. Campaign could be sponsored by the Department of Public Works with Conservation Commission taking the lead.

2) Expand Amount of Bicycle Parking Facilities (Short Term – 1-2 yrs)

- A) Consider amendment to Zoning By-Law to increase requirements for bicycle parking facilities for major new developments. Case studies should be conducted to assist in creating reasonable standards.
- B) Transportation Board and DPW should establish an ongoing program to install public bicycle facilities in strategic locations throughout the commercial parking districts. The program's goal should be to provide visible, secure, convenient, and abundant bicycle parking facilities throughout the commercial areas.

3) Promotion of Employee Ride-Sharing (Immediate)

- A) The potential application of employee ride sharing should be explored with merchants through the Commercial Areas program.
- B) Encourage use of existing programs such as CARAVAN for Commuters and the Commonwealth's ridesharing agency.
- C) If feasible, identify parking locations and an alternative rate structure as an incentive.

4) Determine Feasibility of Creating a Commercial Areas Shuttle Program (Short Term)

- A) Consider creation of a shuttle program that transports customers to Brookline's commercial areas during holiday seasons or for special events. Use the shuttle program established by the Washington Square Merchants Association as a model.

DISCOURAGE LONG-TERM PARKING ON COMMERCIAL STREETS**5) Reduce Meter Time Limits and Raise Rates (Short Term)**

- A) Strategically reduce time limits on meters in commercial areas to include 2 hour, 1 hour, and 30 minutes maximums along main commercial streets.
- B) Increase meter rates for shorter-term meters in commercial areas (current rate is \$0.25 per hour) to further encourage turn-over of parking spaces.

6) Expand Employee Sticker Program (Immediate)

- A) Expand employee sticker parking program to include additional designated employee spaces in Brookline Village, Washington Square, and Coolidge Corner.
- B) Brookline Village has an employee parking program in place which should be expanded. The Transportation Board should work in conjunction with residents and merchants to develop an equitable program for the conversion, overtime, of Lot 7 (Kent & Station streets) from 24 hour residential use to 12 hour residential and 12 hour employee. This conversion could be phased in to eventually provide an additional 45 employee spaces during the day.
- C) In Washington Square, a section of the Beacon Street Reservation is already slated to provide 39 employee spaces. This program should be monitored and, if successful, expanded.
- D) In Coolidge Corner, the Centre Street West lot is slated to provide 57 spaces for use as employee parking. This program should also be monitored and, if successful, expanded to additional lots and/or portions of the Beacon Street Reservation.

7) Work with MassHighway to improve design and management of parking along Route 9 between Cypress and Washington streets (Short Term)

- A) Transportation Board and DPW should work with MassHighway to specifically address the location for loading zones, parking restrictions, parking supply, enforcement of time limits, and pedestrian improvements.

8) Create Shared Parking Program (Parking Brokerage) and Regulations (Short Term)

- A) Provide incentives for creation of an enterprise to manage and advertise parking brokerage program. The enterprise could possibly start-up through the Brookline schools.
- B) This enterprise would identify private, institutional, and other alternative off-street parking lots suitable for shared parking as well as initiate an outreach program and possible incentives to stimulate interest in shared parking.

9) Formulate zoning regulations that reward and facilitate shared parking (Long Term)

- A) As part of the overall Zoning By-law amendments, review current Zoning By-law and formulate zoning regulations that reward and facilitate shared parking initiatives by property owners and businesses.

10) Identify Outlying/Satellite Off-street Parking Opportunities with Public Transit Connections (Short Term)

- A) Work with MBTA to couple parking fees and T passes in order to reduce costs as an incentive to use the program. The program should be oriented towards employee travel

needs, as this is the user group most likely to take advantage of such a program. Cost must be less expensive than feeding meter in commercial district.

11) Promotion of Employee Parking Options with Merchants (Immediate)

- A) Through the Town's Commercial Areas Program in coordination with the Transportation Board, establish a forum for promotion of alternative merchant/employee parking strategies.
- B) Through the Commercial Areas Program, Chamber of Commerce, and merchant associations establish ongoing publicity, such as a periodic publication, to promote parking options to Commercial Area merchants and employees.

IMPROVE SIGNAGE

12) Establish Uniform Parking Signage System in Collaboration with the Transportation Board and DPW (Short Term)

- A) Includes signage for both on and off-street parking.
- B) Encourage both public and private participation.
- C) Sign system would include: trail blazer/directional signs and/or computerized parking guidance system; rate signs; regulation signs, and maps. Sign system would also include replacement and redesign of existing lot identification signs.

PARKING DISTRICTS

13) Create Commercial Parking Overlay Districts as Part of Zoning By-law Amendment (Short Term)

- A) Boundaries of overlay districts should be defined by commercial zoning districts and outlining commercial establishments and related uses that generate high parking demand.
- B) Parking requirements of Zoning By-law should be revised for existing and planned commercial establishments, based on the mix/intensity of uses and the off and on-street supply/demand. These requirements should be tailored to meet the specific needs of each commercial area.

ENFORCEMENT

14) Expand Parking Enforcement (Short Term)

- A) In collaboration with Brookline Police Department and the Board of Selectmen, increase coverage of parking enforcement personnel within commercial areas.

15) Determine Feasibility of Equipping Parking Enforcement Staff with Hand-Held Computers and Other Technology (Long Term)

- A) The Police Department should determine the feasibility of providing parking enforcement staff with hand held computer devices that will record parking violations, print tickets, report on frequency and location of parking violations, and compile parking violation data.

16) Review Schedule of Fines for Parking Violations (Immediate)

- A) Evaluate and update the Town's current fine schedule, as warranted.
- B) Review compatibility of fine schedule with surrounding communities.

MANAGEMENT OF EXISTING SUPPLY**17) Assess Capacity of all Existing Public Parking Lots (Immediate)**

- A) Transportation Board and DPW, in conjunction with efforts to improve parking lot signage, should assess the capacity of existing off-street lots to determine if more efficient parking lot configurations are possible to increase parking supply and improve circulation, lighting, ADA access, landscaping, etc. Lots that will be the subject of a broader feasibility study for some form of parking structure should not be included in this analysis.
- B) Off-street lots could incorporate compact parking spaces, which are about 23% smaller than standard spaces. Coupled with this strategy should be strong enforcement to prevent large vehicles from squeezing into compact spaces.

18) Assess Capacity of all Existing On-Street Parking (Short Term)

- A) Transportation Board and DPW should assess the capacity of existing on-street parking to determine if more efficient configurations are possible to increase parking supply and to analyze location of taxi stands and loading zones.
- B) Since changes to street parking configurations can have major traffic and streetscape impacts, any proposals should be carefully analyzed.
- C) There may be potential for some on-street parallel parking to be converted to angled parking which would create more parking spaces. One location in particular that should be analyzed is Station Street in Brookline Village. (Immediate)

CONVENIENCE OF COMMERCIAL AREA PARKING**19) Explore Future Application of "Easy Park" Technologies (Long Term)**

- A) The Town is on the brink of instituting Smart Card technology that allows drivers to purchase cards to use at parking meters in place of coins. This technology should be tied in with merchant promotions and used as a marketing tool for Brookline's commercial areas.
- B) In the future, as technology progresses, the next step is the "Easy Park" system, which is similar to the Fast Lane technology where drivers use a transponder in their vehicle to keep track of time at a meter.

- C) The technology could actually eliminate meters in the long term. In the short term, the technology could improve parking management, enforcement and revenue collection.
- D) Emerging "Easy Park" technology should be investigated as part of the Town's commitment to upgrade parking meters.

20) Assess Feasibility of Valet Parking Program (Short Term)

- A) Study the feasibility of a valet parking program that would operate from one or more centralized locations in commercial areas.
- B) The valet system could be operated by a private contractor under agreement with the Town, merchant managed parking district, or partnership between the Town and participating merchants.

COMPREHENSIVE PLAN LINKAGE

21) Incorporate Strategies for Commercial Areas and Corridors in Comprehensive Plan (Long Term)

- A) Through the Comprehensive Plan, Brookline citizens and business interests will establish a vision statement, goals, and policies that will lead to short and long term strategies for Brookline's commercial centers and corridors.
- B) The strategies will address physical development, preservation, conservation, design, commercial mix, capital improvements, access, and transportation including parking.
- C) The Plan will serve as the linkage between physical development policies and supporting transportation and related improvements such as parking.
- D) Feasibility studies for major parking improvements/investments should be developed in concert with the Comprehensive Plan.

PUBLIC/PRIVATE FINANCING

22) Identify Opportunities for Public/Private Development of Parking Improvements (Long Term)

- A) Examine the potential role(s) and site(s) that the Town, in association with private development interests, can pursue consistent with plans and strategies developed for commercial areas.
- B) Explore options for developing mixed-use structures that incorporate public parking with offices, housing, or retail.

PARKING STRUCTURE(S)

23) Conduct Feasibility Studies for Expanding Public Parking Supply (Long Term)

- A) Working in tandem with the Comprehensive Plan, study overall costs and benefits of building additional parking in three major commercial areas (Washington Square, Coolidge Corner, and Brookline Village).

- B) Study should include analysis of locations, financing, traffic, economic impacts, and design context. Analysis should also include potential effects of an increased parking supply on businesses, value of commercial space, traffic generation, car ownership rates, use of non-auto transportation modes, and land use patterns.

PROCESS OF IMPLEMENTING RECOMMENDATIONS

24) Establish an Ongoing Interdepartmental Implementation Team (Immediate)

- A) Form an interdepartmental team composed of representatives from Town Administrator's Office, DPW, Finance, Town Counsel, and Planning and Community Development to facilitate and coordinate implementation of the Commercial Areas Parking Committee recommendations.

Implementation Matrix

Many studies have examined the issues of parking in Brookline and it seems that many recommendations have been presented, but not acted upon. In response to this history, the Commercial Areas Parking Committee created its recommendations with careful deliberation focusing on realistic actions and implementation strategies. This is why all the recommendations above are presented in the matrix below with time frames and preliminary recommendations for responsible party(ies). The matrix is sorted by time frame and cross references to page and recommendations numbers are included.

RECOMMENDATION	<i>agency</i> PARTY RESPONSIBLE	CROSS REFERENCE: PAGE # / RECOMMENDATION #
Immediate (0-1 years)		
Establish an ongoing interdepartmental implementation team	Board of Selectmen, Town Administrator, DPW, Finance, Town Counsel, & DPCO	19 / 24
Expand employee sticker program	Transportation Board & DPW	15 / 6
Assess capacity of all existing public parking lots	DPW	17 / 17
Assess feasibility of converting Station Street to angled on-street parking to gain additional spaces	Transportation Board & DPW	17 / 18 C
Review schedule of parking violation fines	Police	17 / 16
Promote alternative transportation modes	DPW, Conservation Commission, & Transportation Board	14 / 1
Promotion of employee ride-sharing	EDAB, DPW, & DPCD*	14 / 3
Promotion of employee parking options	EDAB, DPW, Chamber of Commerce, Merchant Associations	16 / 11
Short Term (1-2 years)		
Reduce meter time limits & raise rates	Transportation Board & DPW	15 / 5
Expand parking enforcement	Police & Board of Selectmen	16 / 14
Establish uniform parking signage system	OPCD, Transportation Board, & DPW	16 / 12
Assess layout & capacity of all on-street parking	DPW	17 / 18
Create shared parking program (parking brokerage)	DPW & EDAB	15 / 8
Expand amount of bicycle parking facilities	Transportation Board, Zoning By-law Committee, DPCD, & DPW	14 / 2
Work with MassHighway to address Rt. 9 improvements	Transportation Board & DPW	15 / 7
Assess feasibility of creating parking overlay districts as part of Zoning By-law	Planning Board & DPCD	16 / 13
Determine feasibility of creating a commercial areas shuttle program	Transportation Board, DPW, & EDAB	14 / 4
ID satellite parking opportunities for employees	Transportation Board & DPW	15 / 10
Assess feasibility of valet parking program in commercial districts	EDAB & DPW	16 / 20

* EDAB = Economic Development Advisory Board

DPW = Department of Public Works

DPCD = Department of Planning & Community Development

ing Committee Report

Determine feasibility of hand-held computers	Police	17 / 15
<i>Long Term (2-5 years)</i>		
Incorporate this Committee's strategies into Comprehensive Plan update	Planning Board & DPCD	18 / 21
Formulate zoning regulations that reward shared parking	Planning Board & DPCD	15 / 9
Explore future application of easy park	Police	17 / 19
Conduct feasibility studies for expanding public parking supply	DPW	18 / 23
ID opportunities for public/private development of parking improvements that incorporate mixed uses	Finance, EDAB, & DPW	18 / 22

APPENDIX

1. Forum Summaries

WASHINGTON SQUARE PARKING FORUM

The following is a summary of the public forum held on the 6th of March 2000 at the Driscoll School Cafeteria. If you have questions or revisions regarding the meeting summary, please call Jennifer Lutke at the Brookline Department of Planning & Community Development (617-730-2130).

Committee Co-Chair & Selectman Don Weitzman opens meeting with introductions of Commercial Areas Parking Committee members and staff. He explains background and goals of Committee.

Committee Co-Chair & Selectman Deborah Goldberg briefly explains organization of Committee and work to date.

Director of Planning & Community Development Bob Duffy explains the schedule of the Committee and the purpose of the forums. He briefly describes the current metered parking stock in the Washington Square, the land use patterns in the Washington Square, and the Business Parking Survey results.

Mark Cooper, TMM #10, Winthrop Road: Doesn't mind employees parking on his street. Who is parking where and for how long? 10-hour meters are empty.

Barbara Soifer, owner of The Little Swiss House: That area [Beacon Street Reservation – area with 10 hour meters] will be for employee sticker parking. There are never spaces on my block at 5 p.m. when the restaurants open. Town should make a sign pointing to the parking at Five Seasons Restaurant.

Don Weitzman: We are looking into smart electronic signs that would indicate where parking is available.

Nancy Mims, Salisbury Road Neighborhood Association: Don't forget Salisbury Road. People park on both sides. Emergency access is an issue.

Ira Axlerod, Salisbury Road Neighborhood Association: What is a smart card? The Boston commuters use 10-hour meters.

Fred Levitan: That's a Transportation Board issue.

David, TMM #13: Should Extend hours of operation of meters past 6 p.m.

Carolyn, TMM #10: Restaurants should have valet parking.

Fred Levitan: You need to come to the Transportation Board meetings. Golden Temple rents their spaces from the Town. It removes cars from the restaurant area.

Werner Lohe, TMM #13: We try to be open, but parking is a problem. People circle blocks looking for parking. It will get worse. We should encourage public transit to help alleviate the parking problem. Look at Cambridge where they integrate low cost parking with new development projects. We also need low-cost parking near businesses. Maybe the Texaco station – need to look at underutilized spaces.

Ken Stansman, Salisbury Road: Commuters use Salisbury Road for parking. Residential sticker parking is a good idea. People double-park and it's very dangerous.

Jury Parodee, Salisbury Road: Many businesses need short-term meters.

Fred Levitan: The Transportation Board is looking into better parking management through changing meter time limits.

Bruce Cohen, TMM #12: We'll never solve parking until we solve the traffic flow problem.

Ms. Brody, Westbourne Terrace: We should use the school lots for residential parking during off-hours.

Deborah Goldberg: We tried to do that at the Baldwin School at Chestnut Hill. ←

Gary B, former TMM: I don't see any improvement. The Town doesn't have the room. Boston took meters down. Enforcement is not the issue. I don't see the cure. We can't chase the customers away.

Resident: I have a business in Allston where the City removed the meters. Don't take down the meters in Brookline. People will use the spaces for all-day parking. It's hard to enforce time limits without meters.

Miehelle Wood, Washington Street: There should be 15-minute meters in front of Golden Temple.

Fred Levitan: We need short-term meters there.

Brad McDonald, TMM #11: You can't always have 15-minute meters all the time. You need a flexible program.

Lee Cook-Childs, TMM #10: More expensive meters work on Newbury Street. I can always find a place to park there. There isn't one solution that fits all.

Ira Axelrod: From Beacon Street to Washington Street north left-turn closure will hurt the neighborhood.

Fred Levitan: That closure is not happening.

Martin Sokoloff: Is this part of the Beacon Street project?

Fred Levitan: Yes. It's two years away.

Shana Matell, TMM #14: Should enforce rules against double parking.

Don Weitzman: We are talking to the police. There is periodic enforcement. There are budgetary and policy issues.

Deborah Goldberg: We agree that enforcement is important.

Leah Cohen, Coolidge Corner business owner: Capt. Finnegan should come to these meetings.

Don Weitzman: We thought about inviting him, but decided not to because these meetings aren't about putting people on the spot, they are to gather constructive ideas.

Ben Rieh: We met with Capt. Finnegan. Enforcement is a touchy issue. They get complaints either way and its difficult to read what people really want.

Ted Steiman, Resident: You could have a person to ticket only people who double-park and that would pay for itself.

Resident: Have you thought about building new spaces?

Don Weitzman: We've looked at Centre Street East and Kent/Webster, but we haven't looked at anything yet in Washington Square.

Fred Levitan: Eminent domain takings on two parcels were considered in the past in Washington Square. Existing municipal lots used to be private property.

Maury Childs: Deliveries mixed with double parking is a problem. Merchants Association should schedule deliveries.

Werner Lohe: We will have a Washington Square meeting on 3-15-2000 at the Sylvan Learning Center at 7 p.m. It's a general meeting.

Deborah Goldberg: Should deliveries come in early? When is a good time?

Resident: It's hard to get them to come when you want.

Fred Levitan: Town doesn't allow deliveries before 7 a.m.

Lee Cook-Childs: One problem is that Beacon Street is too wide. It invites double parking.

Bill Demone, 1620 Beacon Street business: Town should think about building parking under the Driscoll School playground.

Don Weitzman: It's a fiscal question.

Barbara Soifer: People prefer underground parking.

Jerry Warren, Salisbury Road: I'm a bicycle commuter. Should use the Star market parking lot for a deck or the southeast corner of Driscoll playground.

Ira Axelrod: What about using the school on Williston Road. Where do teachers park?

Don Weitzman: Is the parking brokerage a good idea?

Crowd: Yes.

Bobby Allen: We can do some things on a short-term basis. We have a police presence until 2:30. We need to extend that.

The next parking forum meeting will be about Brookline Village on March 13th at 7 PM in the Pierce School Auditorium.

Minutes by Jeff Parenti, Department of Public Works.

BROOKLINE VILLAGE PARKING FORUM

The following is a summary of the public forum held on the 13th of March 2000 at the Pierce School Auditorium. If you have questions or revisions regarding the meeting summary, please call Jennifer Lutke at the Brookline Department of Planning & Community Development (617-730-2130).

Committee Co-Chair & Selectman Don Weitzman opens meeting with introductions of Commercial Areas Parking Committee members and staff. He explains background and goals of Committee.

Committee Co-Chair & Selectman Deborah Goldberg briefly explains organization of Committee and work to date.

Director of Planning & Community Development Bob Duffy explains the schedule of the Committee and the purpose of the forums. He briefly describes the current metered parking stock in the Village, the land use patterns in the Village, and the Business Parking Survey results.

Chris Weleh: Questions staffs reporting of 22 sticker spaces in the Village? Thinks the amount is higher. He counted 23 along Station/Kent then more along one-way part of Kent.

Town Transportation Engineer Jeff Parenti: Thinks the Town's number may be wrong.

Jennifer Simmons: There are old buildings surrounding lot 7. She used to park in lot 6. Waited two years to get a spot in lot 6. She would be willing to share her spot with someone during the day, M-F 9:00-5:00. Not on weekends or evenings. Town should survey people to see if other residents would be willing to do the same thing.

Informal vote taken to determine how many of those citizens present use lot 7.

- 12-15 people raise hands

Don Weitzman: The Transportation Board may consider changing lot 7 to an overnight-only lot to open spaces up during the day.

Lori Bidell: Harvard Community seems to use daytime spots in lot 7. They filled blank spots, but not good idea to cut all resident use during day. Some cars with parking tickets are not being moved.

Christina Johnson: What is considered a commercial street?

Bob Duffy: Those streets that are zoned commercial and have metered parking.

Christina Johnson: Large amount of commercial parking on residential streets.

Carolina Bower: Interested to know about possible parking structures. How likely are they to happen?

Don Weitzman: Up in air right now – people have been considering the concept of a parking structure at lot 6. It is very expensive and we need to know if residents really want this.

Caroline Bower: Decking is a good idea.

Informal vote taken to determine support for and opposition to concept of building a parking deck at lot 6.

- 3-5 people bad idea
- 20 or more good idea.

Citizen: Parking structure would look ugly.

Citizen: Parking structure should be closer to the stores.

Fred Levitan: Structure would be primarily for employees, not customers.

Citizen: Employees should be taking public transportation.

Deborah Goldberg: Maybe merchants could subsidize T- passes for employees.

Citizen: Residents pay big money to park in lots overnight parking - the brokerage is a good idea.

Ona Thayer: She has office & home in Brookline Village and she's been trying to find parking for her employees. An employee sticker program shouldn't infringe on resident areas.

Lori Bedell: Are there any surveys of where shoppers are coming from? Many shoppers might come from the direct area – that would relate to amount of parking needed.

Jim Zien: We asked merchants in the survey to characterize customers – the answer was it depends on type of business.

Donna Kalikow: Economic Development office also did a study and found many people do travel to Brookline stores from other areas.

Jessica Bolger: Works in market research – concerned with the weight you attribute to the survey.

Dennis Cranston: Talk a little about incentives that merchants can give to employees.

Jim Zien: Could subsidize T pass.

Marion Lazar: Issue of neighborhood stores – there are some, but many in Brookline Village (like her store) draws customers from other places.

Citizen: Getting parking structures built have failed in this town due to lack of statistics to back it up the need. Big problem with parking is there is no meaningful enforcement.

✓ Citizen: What is Town's stance on Route 9? Is town working with state to install meters? It is a big problem because people from out of town park there all day while they work in downtown Boston.

Ben Rich: Some meters on Route 9 have been removed to make a turning lane. Maybe there is a way to take Rt. 9 from the state by eminent domain.

Fred Levitan: The problem is that if we take it, we have to maintain it.

Paul Robitire: He has a shop called Brookline Ford Motors – He pays about \$9,000 a year for parking tickets when his customers are in his shop. Some spots are occupied at 6:00 a.m. by people work in the hospitals. His employees are not getting a fair shake. What can you do about this, Should reduce 10 hr. meters to 2 hr. on Brookline Ave.

Fred Levitan: The Transportation Board will be looking at meter management all over town.

Citizen: He has an office on Route 9. It is basically impossible to get a ticket on Route 9. Also impossible to find a parking space. Snow removal doesn't happen on Route 9. Like it does in rest of town. Who regulates Route 9? Loading zones should be enforced on Route 9.

Stanley Spiegel: Any possibility on angled parking on some wider streets like Station Street or Webster Place?.

Jeff Parenti: Yes, it is a possibility.

Philip Kramer: What is status of expansion of Brookline Place West?

Deborah Goldberg: It is dead.

Todd Zip: There are rumors that Walgreens rents out overnight parking behind the scenes. By NHD is a parking lot - what will go in that space?

Don Weitzman: We don't know yet – CVS is appealing the Board of Appeals decision to deny the use.

Brad Fredrieks: He owns Fajitas & Ritas. The west bound side of Rt. 9 is posted for 2 hours and eastbound not posted.

Leah Cohen: Into town it is posted the 2 hr. parking all over town. Even if no posting then default is 2 hours.

Kristin Johnson: Retailer – parking on main streets is critical for businesses. For one month encourage employees to use public transit.

Citizen: We can't dictate how our employees come to work.

Marion Lazar: Many people don't want to walk a block if they don't have to. Enforcement is the biggest problem.

✓ Dan Kolinick: Proposes that merchants and residents get together more often so we can make pro-active proposals to the Town.

Karen Chase: The Chamber of Commerce will propose some of these alternatives to their members. Chamber of Commerce might be able to work on education & incentive programs to increase public transit use and remote employee parking.

✓ Marian De Robertas: At meeting about lot 7, we talked about establishing committee – nothing ever happened. We should try and get that committee together.

Don Weitzman & Deborah Goldberg closed meeting.

Minutes by Jennifer Lutke, Department of Planning & Community Development.

COOLIDGE CORNER PARKING FORUM

The following is a summary of the public forum held on the 3rd of April 2000 at the Devotion School Auditorium. If you have questions or revisions regarding the meeting summary, please call Jennifer Lutke at the Brookline Department of Planning & Community Development (617-730-2130).

Committee Co-Chair & Selectman Don Weitzman opens meeting with introductions of Commercial Areas Parking Committee members and staff. He explains background and goals of Committee.

Committee Co-Chair & Selectman Deborah Goldberg briefly explains organization of Committee and work to date.

Director of Planning & Community Development Bob Duffy briefly describes the current metered parking stock in Coolidge Corner, the land use patterns in CC, and the Business Parking Survey results.

Don Weitzman describes some of the Committee's initial ideas: improve parking supply management; move employee parking away from business center; establish commercial permit parking program; promote transit; and the potential for a structure on Centre Street East lot.

Attendee: We must have a consistent policy. We have traffic calming on Harvard Street but you want to bring more traffic. I'm not in favor of more parking or lifting the overnight parking ban. Look at Allston or Cambridge.

Frank: What should Coolidge Corner look like? We're competing with e-commerce and the malls.

Stanley Wayne/Jordan Road: What do you think, Bob?

Bob Duffy: Short-term strategies first. Better management. Deck project depends on where Coolidge Corner is going.

Deborah Goldberg: We want to support local businesses. Deck might help them. We will study other towns as case studies.

Myra Trautenberg: We're losing parking because of the Beacon Street project.

Fred Levitan: There will be no net loss of parking in Coolidge Corner.

David Gold/merchant, real estate: My customers are hurting. They are residents. They can't find parking.

Don Weitzman: That's not on the table. We know the ban is an issue.

David: Local construction projects will take spaces. You can't separate commercial and residential needs.

Lee Montonery/resident: School staff are parking on local streets.

Aron Petty/resident: I waited for parking for a year. Centre Street East is empty. Merchants don't want us there. How can we understand merchants' needs if they don't understand ours?

Fred Levitan: The Selectmen asked the Transportation Board not to use Centre Street East for residential parking. The businesses need use of that lot at night.

Petty: But it's a big lot. What about the residents? Why is the rate so high?

Fred Levitan: The overnight rates had been the same level since 1989 before we changed them recently.

Petty: \$80 a month is not reasonable.

Deborah Goldberg: We have grappled with the overnight parking ban for as long as I've been alive. We're having this committee to maintain a commercial base. Merchants are our neighbors.

Michael Sher: Will any merchants comment on the following:

How does parking affect your business?

Is supply adequate?

Are you competing with malls?

Stan Friedman-Greenspan/11 Wellman Street: My commercial property is called my house. What's the process for residents? People are parking on my street. Were the surveys sent to residents?

Don Weitzman: No. Residential issues will be part of the comprehensive plan. That is going to happen this year.

Bob Duffy: Comprehensive Plan is long term. Short-term matters should be brought to the Transportation Board and Selectmen.

Gerry Bickoff: 69% of employees drive. Get rid of merchant's cars. That is a short-term solution.

Don Weitzman: We found a commercial parking program in Brookline Village that we didn't even know about. There are varied parking needs: 15-minutes for some businesses and longer for others.

Stan: Enforcement is not there. People with stickers can't find a space.

Rich Sander/resident: I see businesses going out. People are going to the malls. The newer shops are busy at night. Can people lend out their lot?

Bob Duffy: You can get an open-air permit. It's a big part of the supply.

Rich: The Babcock Street lot isn't busy until 9 PM.

Deborah Goldberg: The merchant survey was meant to help everybody.

Kevin Lang/TMM #9: In the past we wanted to reduce parking. It's not a bad idea in Coolidge Corner. Try to get people not to drive. Supply of parking affects commercial rents [rents will increase if more parking is available]. I don't know if I want the types stores that are attracted by this.

Susan Surber/merchant: You don't want me in a 2 or 3 hour meter. I don't like feeding the meter.

Bob Kemler/shoe store owner: Elderly can't find parking if merchants are parked in those meters. I would be willing to take transit.

Don Weitzman: Would you be willing to walk to a parking space a few blocks away.

Susan Surber: Yes.

Bob Kemler: Make one-hour meters. Raise meter rates.

Bob Allen/Attorney, Coolidge Corner: Employees park in Centre Street East. Harvard Street is 25 cents for 30 minutes. People don't know about the Babcock Street lot.

Pauline Katz/TMM #7: Should be a T pass program sponsored by Town, the Chamber of Commerce, and merchants.

Tamara Darevich/resident: Why do people drive in to shop? There are non-auto modes.

Don Weitzman: Brookline is well-served by the T, but not all parts.

Sidney Weinberg/TMM #10: Centre Street East lot is too full. It shouldn't be used for merchants. It should be enforced. I don't shop in Coolidge Corner. I eat lunch in Newton. The Selectmen should take a stand.

Ed Rosen/Parkman Street: Maybe the top level of the deck should be for employees. I'm in favor of decking. How close are we to a decision?

Fred Levitan: There was a deficit of 250 parking spaces in 1987. We expect that figure has increased since then.

Jerry Kampler: Everyone is focusing on their own problem. Circulating the block creates traffic problems. Be realistic. People won't take the T. You need to deck Centre Street East.

Leah Cohen/merchant, resident of Beacon Street: CVS is not the draw. My business can't survive on local customers. My business happens at peak times.

Michael Sher: We should build underground parking. Would people support office space with a deck? We could make a Business Improvement District.

Bruce Moore: There hasn't been that much change. This has always been urban. We moved in knowing that. This is a very complex question. If we solve a problem here, we create one somewhere else. There are too many variables. We need an open discussion.

Seymour Ziskin/TMM #7: A deck isn't the cure. The town is growing too fast. You must curb density. Longwood/Sewall project, hotel. The Town is allowing any type of business to come in. Too many restaurants. Selectmen must curb this. My ancestors moved here to get away from hustle and bustle of Boston. The parking problem will never be solved.

Don Weitzman: Allowed density and types of uses is a zoning issue that the Comprehensive Plan can help to address.

Roma Hershowitz/Pear Tree: Our community is fragile. Some people are hanging by a thread.

Kim/merchant: I'm in favor of decking. It works in Medford Square. I need parking for my customers. I get customers from 6 states. Also, my employees must drive.

Deborah Goldberg: Roma, what would make it less fragile?

Roma: Lower rents. Parking permits for employees would help.

Leslie Fabian/TMM #11, Summit Ave: I want to live near a commercial area. People shouldn't complain. We shouldn't let employees park in the residential neighborhood.

Kathleen Kempler/merchant: I support short-term meters. Commuters use our meters.

Bobby Allen: The three biggest storefronts in Coolidge Corner are empty and we still have a parking problem. T subsidies won't work. Do a commercial permit parking program. Change meters.

Myra/TMM #3: If we wait for the Comprehensive Plan, we'll be dead.

Bob Duffy: You're right. We're doing short-term measures in the meantime.

Dana Brigham/Brookline Booksmith: I support the deck. We need to support all interests. We have to realize that people drive. Big business doesn't get involved in the community.

Don Weitzman: Suppose the deck raises rents.

Dana: I don't care how people get to my store.

Stanley Wayne: You should go further.

Attendee: What is the sequence of events for the closing of the Webster Street West lot?

Amy Schectman: An 18-space deck will be built behind the Coolidge House before that lot closes. Center Street West will be reconstructed. We will use the Beacon Street Reservation in the meantime.

Joe Zina/Coolidge Corner Theater: We have 1000 seats, creating parking demand. People drive. I don't support short-term meters.

Gerald Biekoff: The synagogue in Chestnut Hill makes \$100,000 renting parking to a hospital. I'm in favor of a deck. We could make it look nice. The Babcock Street lot is a good location.

Don Weitzman: How many people are in favor of a deck?

Yes – most of the crowd

No – about 5 people

This is a tough problem. We are going to address this.

Minutes by Jeff Parenti, Department of Public Works.

2. The Survey Form

BROOKLINE BUSINESS PARKING SURVEY

1. Where is your business located?

Address (optional): _____

- a. ☐ Brookline Village
- b. ☐ Cleveland Circle
- c. ☐ Coolidge Corner
- d. ☐ JFK Crossing
- e. ☐ Lower Beacon Street
- f. ☐ Washington Square
- g. ☐ Other

Describe: _____

2. What is your business type?

- a. ☐ Retail Store
- b. ☐ Restaurant
- c. ☐ Medical/Dental practice
- d. ☐ Real estate office
- e. ☐ Professional office
- f. ☐ Other

Describe: _____

Describe: _____

3. What are your hours of operation?

Open		Close
a. _____	Weekdays	_____
b. _____	Saturday	_____
c. _____	Sunday	_____

4. When are your peak business hours?

From		To
a. _____	Weekdays	_____
b. _____	Saturday	_____
c. _____	Sunday	_____

5. Do your customers or clients primarily:

- a. come from ☐ Brookline or ☐ out of town.
- b. arrive ☐ by car or ☐ not by car
- c. visit ☐ as walk-ins or ☐ by appointment
- d. stay for ☐ under 1 hour or ☐ over 1 hour

6. How many people patronize your business on an average weekday? _____

7. How many people patronize your business on an average weekend day? _____

8. On an average business day, how many of your employees:

- a. Work on-site? _____

- b. Drive to work
 - c. Take public transit to work? _____
 - d. Walk to work? _____
 - e. Bike to work? _____
9. Approximately how many of the employees who drive:
- a. Park in private, off-street spaces? _____
 - b. Park in on-street, metered spaces? _____
 - c. Park in municipal parking lots? _____
 - d. Park on non-metered side streets? _____
 - e. Park in merchant sticker spaces? _____
10. Which of the parking management approaches below might benefit your clients/customers?
- a. _____ More spaces nearby for short-term meter parking
 - b. _____ Increased rates for nearby metered spaces
 - c. _____ Decreased time limits for nearby parking
 - d. _____ Enforced time limits for nearby parking
 - e. _____ Sticker-parking areas for business operators and employees located remotely, but within reasonable walking distance
11. Does your business provide any of the following transportation incentives to employees?
- a. _____ incentives to use public transportation
describe _____
 - b. _____ incentives for car-pooling
describe _____
 - c. _____ subsidies for private parking space rental
describe _____
 - d. _____ encouragement or requirement to park remotely
describe _____
 - e. _____ other
describe _____
12. How can the Town improve parking in its commercial areas?

3. Summary of Survey Results

LOCATION OF RESPONDENTS

Coolidge Corner	41%
Brookline Village	18%
Washington Square	12%
Other	12%
Lower Beacon Street	9%
JFK Crossing	4%
Cleveland Circle	4%

TYPE OF BUSINESSES RESPONDING

Medical/Dental Practice	30%
Retail Store	22%
Professional Office	20%
Other	19%
Restaurant	5%
Real Estate Office	4%

HOURS OF OPERATION

- 74% of respondents open between 7 am and 9am on weekdays.
- 65% of respondents close between 5 pm and 7 pm on weekdays.
- Only 41% of respondents reported being open on Saturdays and 18% on Sundays.

CUSTOMER BASE

- An approximately equal amount of patrons come to these businesses from Brookline and out of Town.
- 95% of respondents report their patrons primarily drive to their business.
- 70% of respondents report their patrons primarily visit with appointments.
- 65% of respondents report their patrons primarily stay on premises for under one hour.

EMPLOYEE MODE OF TRANSPORTATION TO WORK

Drive	69%
Transit	22%
Walk	7%
Bike	2%

EMPLOYEE PARKING PATTERNS

Meter Space On-Street	37%
Private Lot	36%
Side Street	15%
Municipal Lot	9%
Merchant Sticker Space	3%

SUPPORT FOR MANAGEMENT APPROACHES

More short-term meter spaces	63%
More merchant sticker parking spaces	62%
Decrease time limits	11%
Enforce time limits	10%
Increase meter rates	4%

* percentages don't add to 100 because some respondents supported more than one option.

STRATEGIES TO IMPROVE PARKING IN COMMERCIAL AREAS

- 54% of all survey respondents contributed advice on how the Town can improve parking.
- The four ideas most frequently given were:

More employee sticker spaces	21%
More parking spaces, in general	20%
More long-term parking spaces	13%
Building a parking garage/s	12%